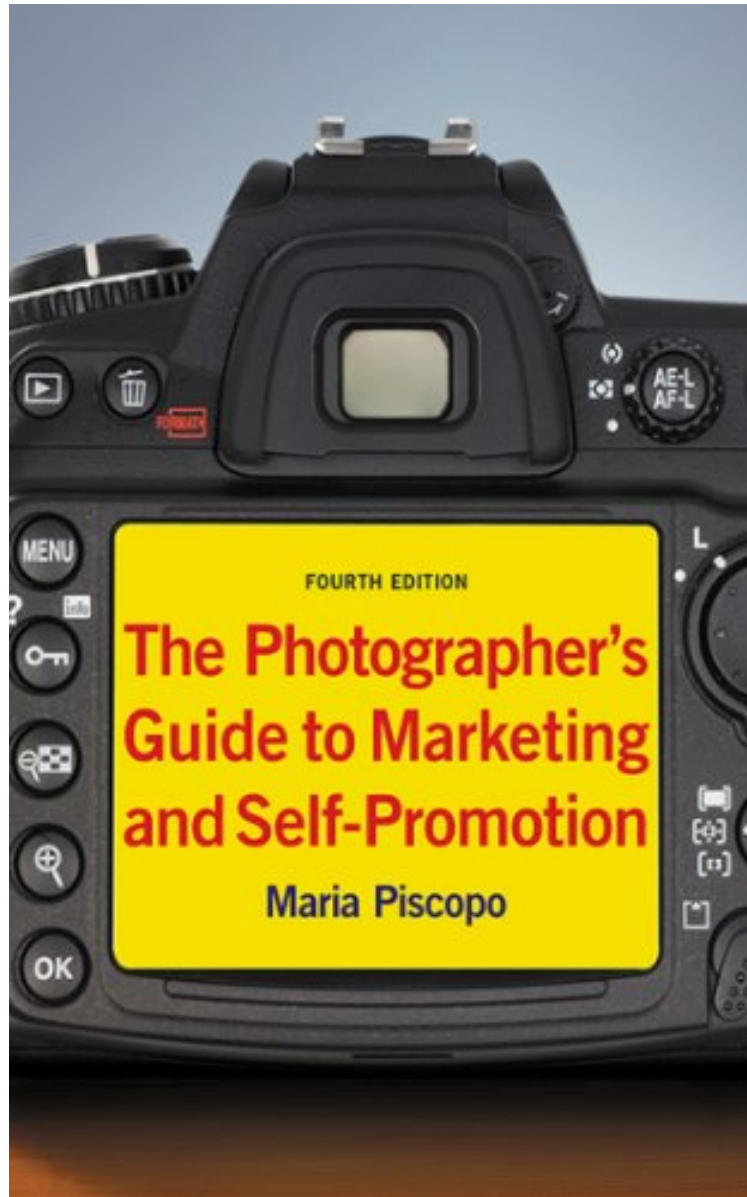


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The Photographer's Guide to Marketing and Self-Promotion

Maria Piscopo

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Maria Piscopo : The Photographer's Guide to Marketing and Self-Promotion before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Photographer's Guide to Marketing and Self-Promotion:

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glad to have this information at hand to help me build my business. 1 of 1 people found the following review helpful. Definitely worth it! By Christopher C Tandoc This book is a godsend. Definitely worth the investment. It was a book that one of my photography professors recommend for us to buy as a class book. Now it's with me all the time. It's like a bible to me. This book tells you the in's and out's on how to run your photography business and promoting your brand of photography. Has client base cases for the readers to relate to and many ways to promote. 8 of 9 people found the following review helpful. Best photography marketing book I've ever read. By Benjamin Leavitt I really like this book a lot, and would recommend it to ANYone who is interested in learning more about photography marketing; more specifically, the different types of marketing. It's written by a marketing specialist who works with photographers on marketing their own businesses. As a result, the book doesn't have many pictures, or a very interesting layout, but then again, it is a marketing book. I liked the testimonials given by professional photographers. They were very pertinent to the information provided, and gave the book more depth and application to real-life situations. I would like this book a bit better if I were more interested in marketing, or if it made marketing sound a little more fun. It also wouldn't have hurt to add more photographs and color to the book. I'm a visual learner, and I think that may have helped me.

This fourth edition is updated throughout with the best current marketing and promotional practices, including using e-mail, social media, and effective Web sites; what's new in photography portfolios; how to shoot what you want and sell it too; plus 25 in-depth case studies interviewing top photographers in commercial, editorial, wedding, portrait, event, and fine art photography. Promotion pieces, portfolios, researching and winning clients, negotiating rates, finding and working with reps, computers, and the ethics of good business are just a few of the topics covered. Real-life examples, case studies, and interviews, clearly show photographers how to build a satisfying and lucrative career.

.com If you're a photographer trying to earn a living from your work, *The Photographer's Guide to Marketing and Self-Promotion* may be the best investment you make. Maria Piscopo has been a photographer's representative for more than two decades, and she has honed her message at innumerable industry conferences and workshops. In brief but information-packed chapters, Piscopo explains how to define the type of work you do, research different categories of clients, and persuade them to hire you. She deals with the nitty-gritty of portfolio presentation (how much do you show?), writing the selling "script" (what do you say and how do you tailor it to your audience?), and negotiating costs. Other chapters discuss how to work with a rep and a marketing coordinator. Throughout the book, first-person accounts by successful photographers add welcome practical details. While the level of detail on most topics is unusually thorough (where else are you likely to read about how to leave a voice mail message for a potential client?), a few areas could profitably be expanded or tweaked. There is a lot more to be said about styles and pitfalls of Web marketing, and the chapter on press releases could use the cautionary advice of someone on the other side (a newspaper or magazine editor). And maybe the next edition could lose all those distracting exclamation marks. Piscopo's cheerful, down-to-earth style is plenty persuasive without them. --Cathy Curtis "Full of specific, practical information that takes into account today's difficult economic climate for commercial photographers." -- *Popular Photography* "Her advice is clear and very targeted . . . a formula for success in this business." -- Diane Padys, photographer "Mariar's insight into the working photographer is incredible. She helped me understand the process, and how to grow with it!" -- Nick Vedros, Vedros Associates Photography "The thoroughness of this step-by-step approach is also its greatest strength." -- *Photo District News* From the Publisher Through real-life examples, case studies, and interviews, *The Photographer's Guide to Marketing and Self-Promotion* condenses theory into practical, easy-to-follow instruction. No one attempting to promote and sell photography today can afford to be without the proven-successful techniques contained within this classic handbook.